



Request for Quote (RFQ): 2021 Latino Health Equity Conference Coordination

Request for Quotes: This RFQ is for the support and coordination of the annual Latino Health Equity Conference for Familias en Acción.

Responses Due: 5:00pm on December 14, 2020

Send any questions on the RFQ to: Jaeme Miranda, Director of Operations;
jaeme@familiasenaccion.org

Send proposals to: jaeme@familiasenaccion.org

Conference Dates: June 24 and 25, 2021

Familias en Acción Overview:

Mission:

Familias en Acción (Familias) was founded in 1998 in response to the need for a culturally specific organization to promote health for Latino families. Our mission is to strengthen the health and well-being of Latino families and communities. We promote empowerment and holistic family well-being for Latinos through compassionate community engagement, education and advocacy for social change.

Values:

Familias: The value of immediate, extended and chosen family ties are essential to our communities. We come together to support and elevate each other as our Familias do.

Empoderar: We take steps to have our strong and confident communities take control of their health and claim their rights.

Confianza: With our history of providing critical health support to Latino communities, we are the trusted partner to bring resources and education to our Latino communities.

Innovación: We seek to transform and influence new methods for health equity in our communities.

Inclusividad: The communities we serve are vastly complex and diverse, spanning countries, continents, and cultures. We embrace the beautiful intersectionality present across our communities. As multilingual communities, we recognize language to be complex and multifaceted. Expressions of identity through a multi-lingual lens is ever-changing and we validate, embrace and celebrate the unique identity of each person. We identify as lifelong learners in our work toward inclusividad for all of our communities.



Annual Latino Health Equity Conference Overview:

In 2009, Familias held its first Latino Health Equity Conference (LHEC) bringing together Promotores, community members, public health practitioners, researchers, policy makers and other experts to focus strategies for Latino health equity. The conference provides a forum to focus on individual and community issues addressing Latino health equity through research, programs, and policies.

Target Audience:

- Health Professionals and Administrators
- Community Based Organizations
- City, County, and State Personnel
- Public Health Practitioners
- Local Health Organizations
- Educators and Researchers
- Students
- Traditional Health Workers

Outreach & Participation:

- Over 4,300 individuals are reached through Familias en Acción contacts and social media.
- These individuals represent over 500 organizations.
- Over 400 individuals attend our conference each year.
- Our event attracts national and local speakers as well as local politicians to discuss Latino Health Equity.

2021 Latino Health Equity Conference Objectives:

Familias en Acción is proud to present our 12th annual Latino Health Equity Conference, “Me cuido, te cuido”. “Me cuido, te cuido”, prioritizes one’s health, the health of ones partners, and that of the community. This perspective cultivates and promotes values of mutual respect, acceptance, equality and empathy. This year’s virtual conference aims to broaden our knowledge and awareness on sexual health, sexuality, and HIV by leveraging the experiences of the Latino community. We will highlight community-driven initiatives that prevent new HIV infections, support Latinos living with HIV, and work towards ending cultural stigmas that impact Latino health.

In recent years, we have seen an increase in late stage diagnosis of HIV in the Latino community in Oregon and nationally. This health disparity can be explained by a number of socio-cultural factors including stigma, machismo, religion, and racism, among others. By focusing on HIV, we will explore a number of sexual health topics impacting Latinos

Me cuido, te cuido seeks to take these issues head-on, looking within our community for inspiration and creative solutions. Featuring keynote speakers and workshops which will delve into the issues at hand, attendees will leave with empowering tools, resources and information. We look forward to the courage and resilience that our community will bring to addressing HIV and sexual health. Our lives are our legacy, y el momento de actuar es ahora!



RFQ Information and Overview

The primary role of the contractor will be to provide event coordination and logistical support for pre-conference virtual events and the 2021 Latino health equity virtual conference. The contractor will combine technical expertise with skill sets in event production, communications, cultural programming, fundraising and logistics.

While we are open to submissions from all geographic locations, Familias en Acción is based in Portland, Oregon and all events adhere to the Pacific Standard time zone.

Key Responsibilities:

The main responsibilities of the Contractor can be summarized as follows:

Event Coordination and Support

- Support other facets of LHEC planning including creation of an agenda template/program, coordination of keynote(s), networking (pre/during/post conference), conference publicity, site logistics, interpretation services, and conference follow up
- Attend and facilitate conference planning committees and meetings
- Support as a Familias liaison in meetings when necessary
- Assist in the planning and coordination of pre-conference events
- Manage/Coordinate all speaker relations including setting up invitations, managing speaker slide decks and videos, and managing studio recordings, trainings, and live presentations when necessary (including presenters, moderators, panelists and special guests)
- Manage and organize coverage for live event presentations including scheduling moderators/speakers and creating scripts when needed
- Provide reporting and metrics for all virtual events

Marketing and Communications

- Monitor registration and ticket sales and support PR and Communications in coordinating comps, scholarships and total registration numbers
- Support all facets of conference registration: outreach, online and offline registration workflows, troubleshooting, and communications
- Oversight/support of all LHEC and event communications
- Lead and develop event fundraising strategies, including sponsorship, registration and in-kind opportunities
- Add information such as event speakers and agenda to conference site; and manage any updates



Qualifications and Skills

Required Skills

- Highly proficient in office technology, including conference call systems, hosting webinars, working with web, app and registration systems
- Experience in event strategy and execution roles
- Experience in leading the development and execution of virtual events
- Strong project management & organizational skills
- Ability to communicate effectively, both orally and in writing
- Proven ability of working collaboratively with external stakeholders
- Ability to work with communities from diverse backgrounds and commitment to equity and inclusion

Desired Skills

- Past experience working with health and Latino associations
- Experience hosting and managing live webinars and virtual event platforms
- Vendor negotiation experience
- Demonstrates creativity and innovation
- Experience and interest in fundraising for non-profit organizations
- Self-motivation and the ability to work independently

Proposal Submissions

As an organization with a mission to enhance diversity, equity and inclusion, we are looking for vendors and partners who embrace this mission and have a track record of developing events that are inclusive. Agencies large and small, as well as individuals, are encouraged to submit a proposal.

Interested persons or groups should submit a cover letter and resume and include the following in your proposal response:

- Overview of your company
- Relevant experience
- Overview of how you will meet our objectives
- Recent event and development examples
- References
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Terms & conditions